

# Artificial Turf: How to Make Humanity the Center of the AI Playing Field

(AI: Artificial Intelligence)

**Presented By**

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**(Presented by)**



**(Hosted by)**



**ORANGE COUNTY  
GRANTMAKERS**

Living in algorithms can be scary.

*\*"Everybody" refers to those who are impacted by AI knowing or unknowingly.*

AI is something that

**everybody**\* uses.

**few** care to talk about it.

**fewer** fully understand.

We need to talk about what it means for us to be in algorithms because...

AI could contribute  
**\$15.7**  
**trillion**  
to the global economy  
by **2030**

*As per PwC's 2022 research*

## Land Acknowledgement

*I respectfully acknowledge that I am fortunate to live, learn, and provide my services on the unceded territory of the Coast Salish Peoples, including the territories of the x<sup>w</sup>məθkwəyəm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tseil-Waututh) Nations.*

Where am I coming into this conversation?

- Storyteller
- Facilitator
- Explorer
- Learner
- ~~Cautiously optimistic~~  
Consciously optimistic

**Experiential Learning**



# Our plan today:

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## A. Basics:

- i. AI as it exists today
- ii. Why are we “centering community” in algorithms?
- iii. So, the problem is?
- iv. What can we do?
- v. Group exercise

## B. Let’s talk!

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# AI is already used in daily life.

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**ON YOUR SMARTPHONE...**

Ok Google	Hey Siri	Hey Cortana	Translate .	Maps
				
What channel does GoT Air On?			Que voulez-vous dire...	Way from the airport to home

**WHEN YOU'RE...**

FB Moments	Shopping	Videos	Music	Email
				
Pics of you & I at Anna's party	Customers who bought This item also ..	Other movies you might...	Recommended	Primary inbox, smart reply

**MAKING BUSINESS HAPPEN...**

Robo-advisor	Scoring Engine	Marketing & Advertising	Fraud Detection
			
Your Investment Portfolio	Writing Proficiency	Brining it all together in Real-Time	Machine Learning at play

# And this is how it looks like in nonprofits...



# Take another example: as a funding organization...

- **Grant Evaluation:** Use AI algorithms to evaluate grant applications based on historical data and predictive models.
- **Impact Tracking:** Utilize AI to track the real-time impact of your funding on various projects.
- **Donor Matching:** Implement AI to match potential donors with projects that align with their interests.
- **Fraud Detection:** Employ AI to detect any fraudulent activities within the projects you are funding.
- **Forecasting:** Use AI to predict the future success of a project based on current and past data.

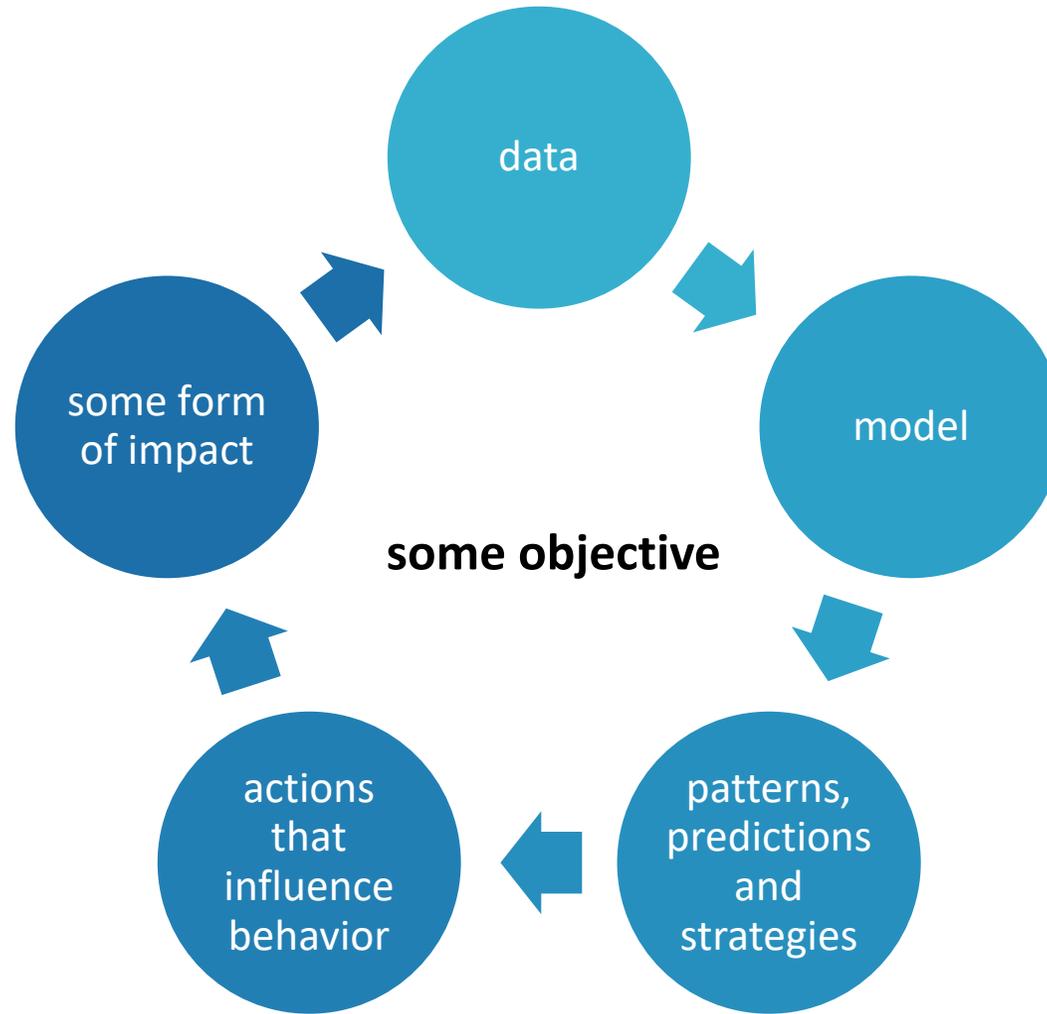
“How can I use this slide?” tip

Pick every example here and write 5 ways the algorithm might de-center humans.

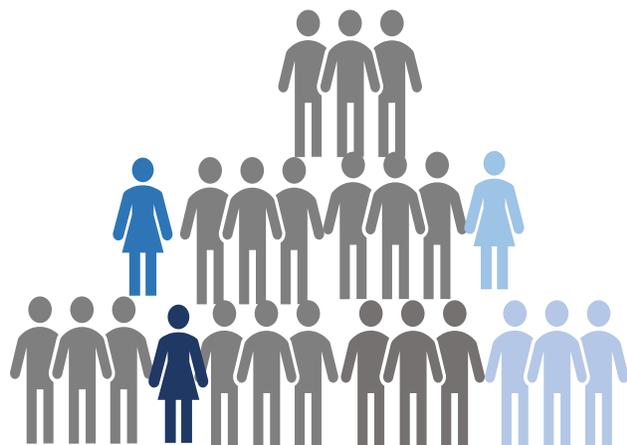
Why are we “centering community” in algorithms?

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# The wheel of AI:



# What data are we centering?



Example Scenario



1<sup>st</sup> generation Asian immigrant, cis woman, Indian descendent with visual disability. Immigrated in 2015.



1<sup>st</sup> generation Asian immigrant, cis woman, Indian descendent with language barrier. Immigrated in 1978.

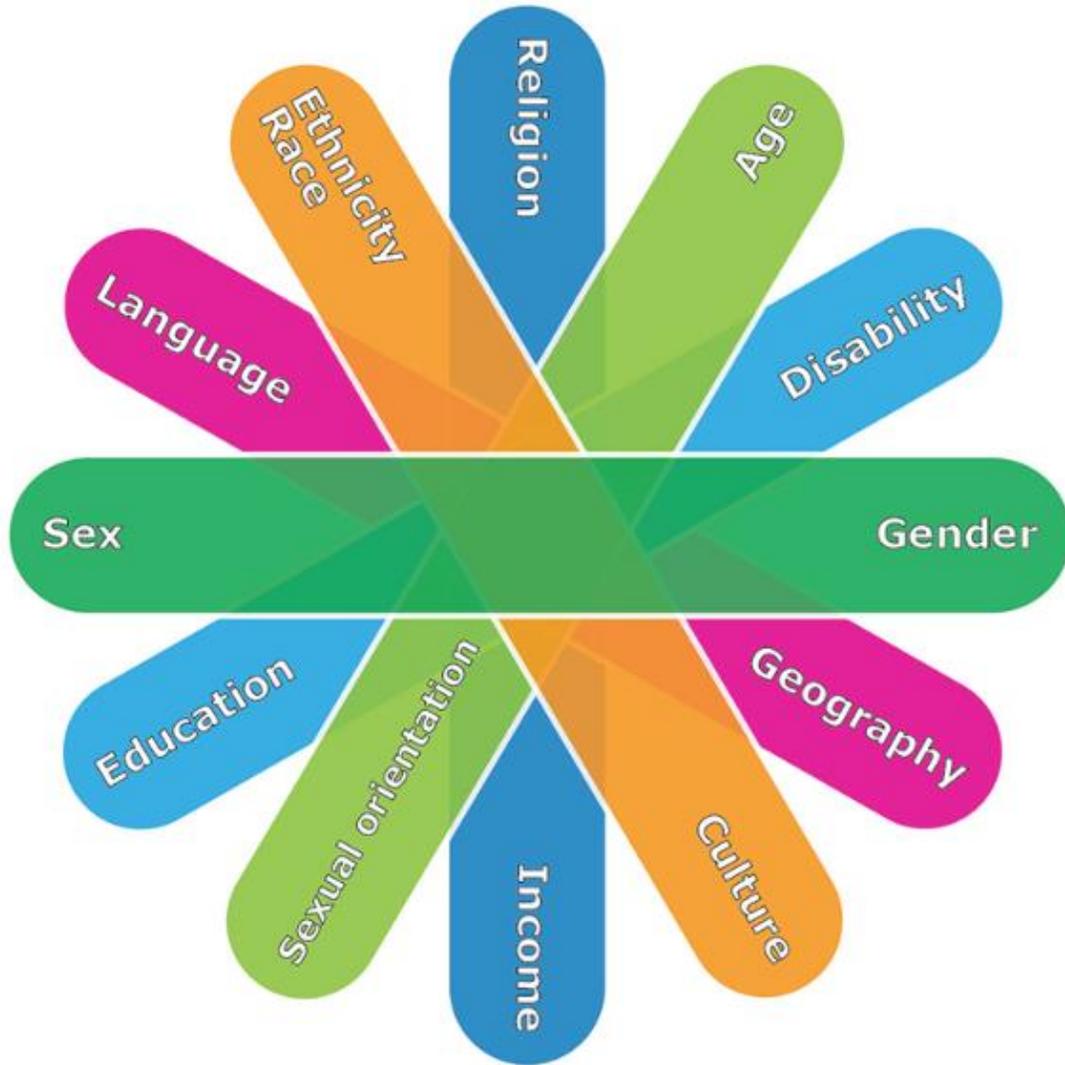


2<sup>nd</sup> generation Asian immigrant, trans woman, with no disabilities.



White, cis-gender, able-bodied, native English speaker. (the majority population)

## Let's talk about data for a minute.



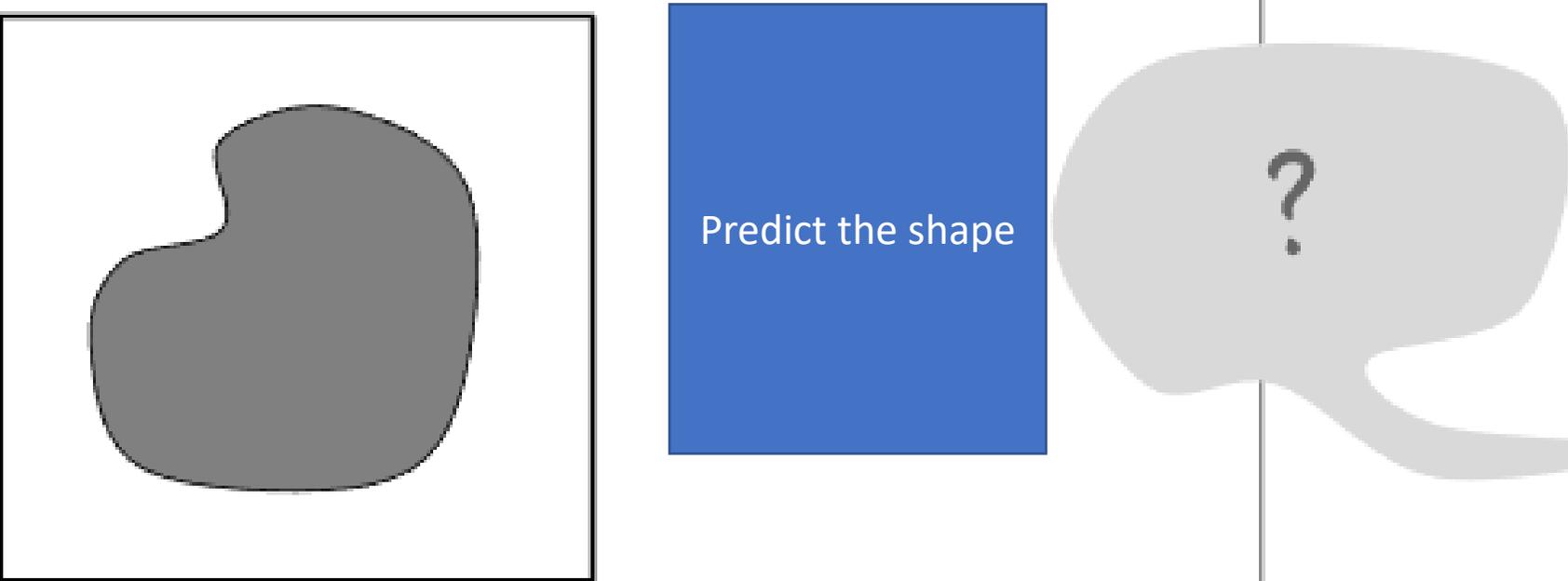
Imagine the  
nuances with  
intersectionality at  
play...

e.g., algorithm to  
predict “good  
immigrants”

# Whose voice are we centering?

Example:

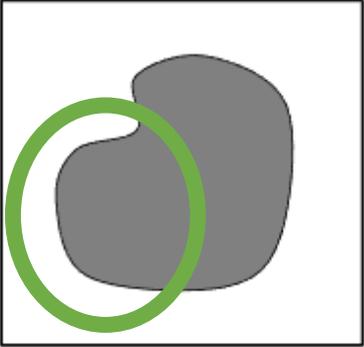
Please select the name of the shape below.



Predict the shape

# What are we feeding into our algorithms? Whose view is it?

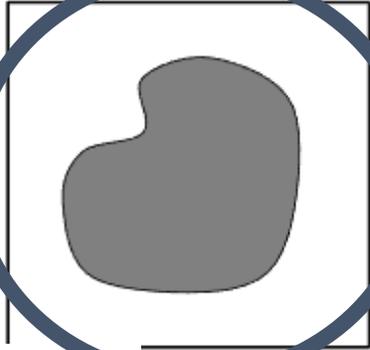
Please select the name of the shape below.



circle  
 triangle  
 rectangle



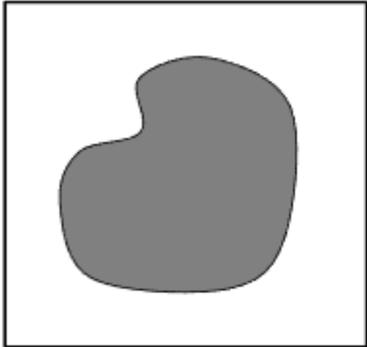
Please select the name of the shape below.



circle  
 triangle  
 rectangle



Please select the name of the shape below.



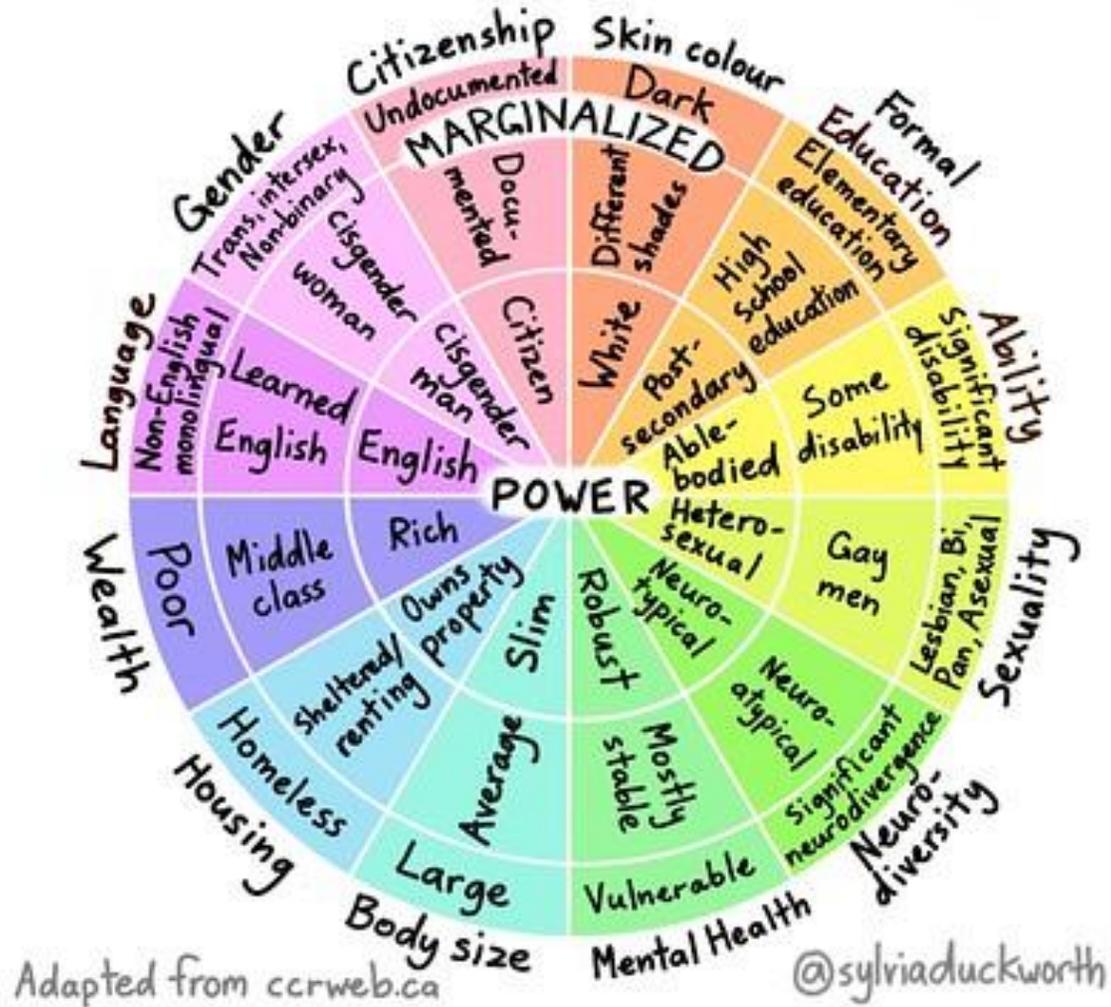
circle  
 triangle  
 rectangle



There are 3 views to say “all shapes are”:

- **Circle, triangle and rectangle**
- **Round or pointy**
- **Small or big**

# WHEEL OF POWER/PRIVILEGE



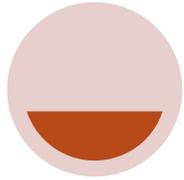
Examples of actors in designing an algorithm who come from different power/privilege:

- Leadership
- Analysts
- Tech vendors
- End-users (e.g., fundraisers)
- External community

We need to center our community, so we don't miss essential voices that impacts and gets impacted through the algorithm directly.

# So, where is the problem with AI?

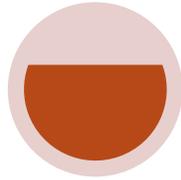
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## Problem #1

new ways to sort, profile biased data that can lead to exclusion, tokenism, and discrimination.

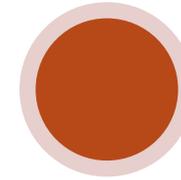
**Unintentional segmentation**



## Problem #2

complexity, opacity, and proprietary nature of many AI systems mean that often we don't know things have gone wrong until after large number of people have been affected.

**Lack of clarity in the design**

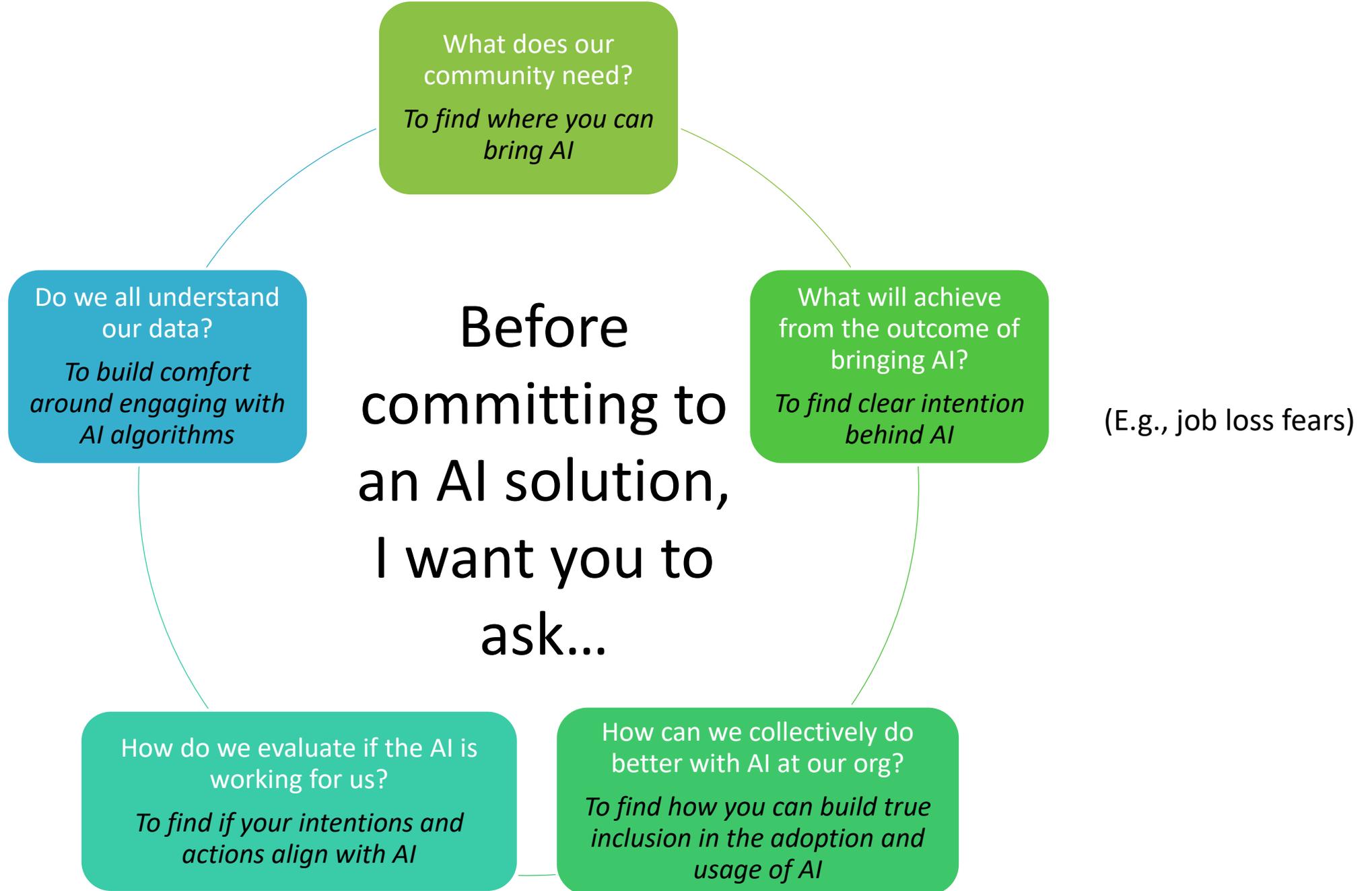


## Problem #3

few people have the skills needed to interrogate and challenge these new automated and predictive systems.

**Lack of knowledge and comfort**

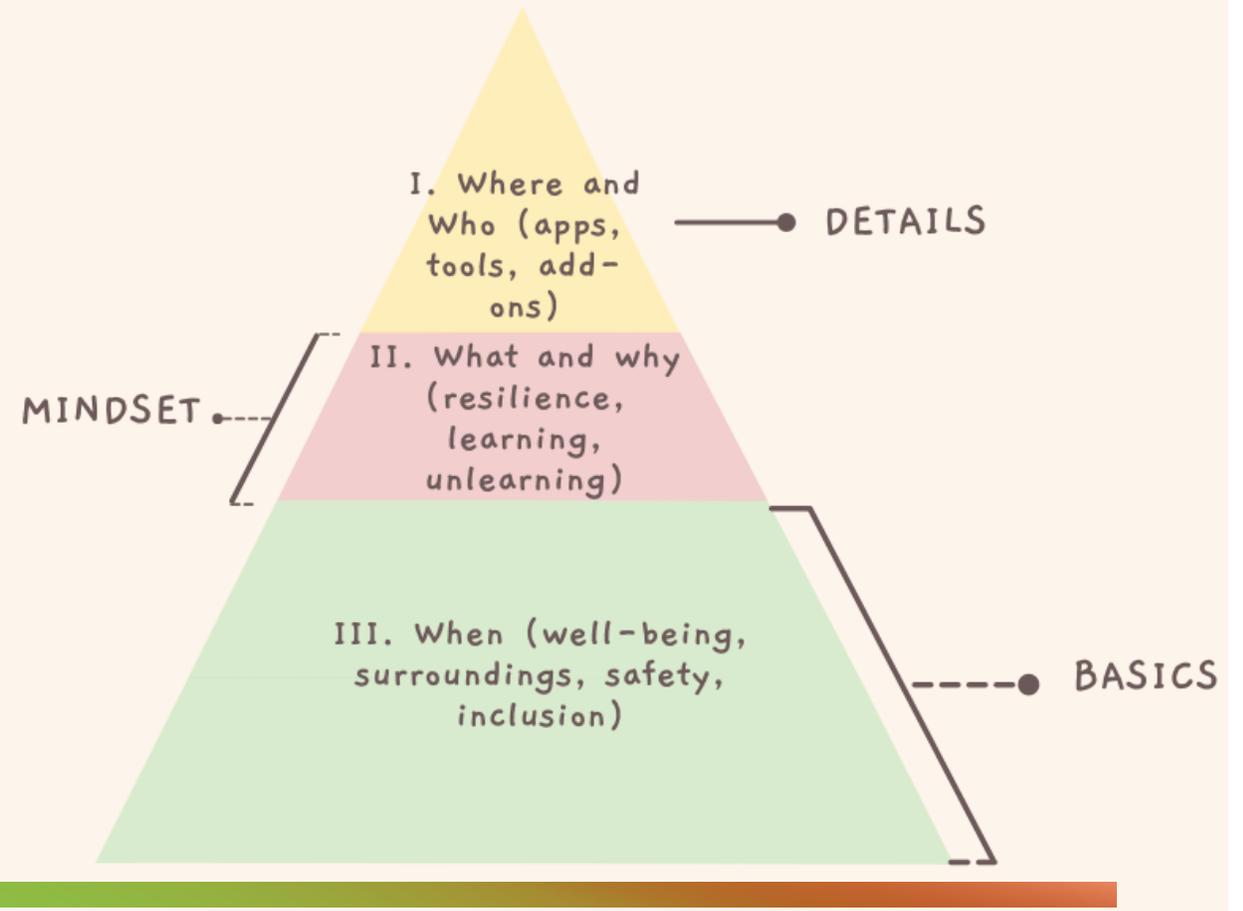
What can *you* do as a user?



In other words:

use Basics-Mindset-Details to find if are you ready for AI.

## THE 3 TIERS OF AI OPPORTUNITY



@NAMASTEDATA

# Exercise: Is my team/org ready for AI?

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You can take a  
minute to  
form your  
thoughts

Step 1: Find one use case where you intend to use AI in your team/org.

# Exercise: Is my team/org ready for AI?

You can take a minute to form your thoughts

Step 2: Now for every question of this pyramid give yourself 3 points for yes, 1 point for maybe, and 0 for a no.

**“How can I use this slide?” tip**

Pull the next three slides, and re-run this exercise with a variety of team members (analysts, leadership, IT team etc.)



# Tier 1: Basics - Creating a Safe Space for AI Exploration

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You can take a minute to form your thoughts

1. Inclusive Culture: Is your organization open to new ideas and technologies?
2. Leadership Buy-In: Do the leaders understand the potential of AI and are they willing to invest in it?
3. Employee Engagement: Are employees encouraged to bring innovative ideas to the table?
4. Risk Tolerance: Is the organization willing to take calculated risks for long-term benefits?
5. Ethical Framework: Is there an ethical code that can guide AI implementation?

# Tier 2: Mindset - Fostering a Learning Culture

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You can take a minute to form your thoughts

1. Clear Objectives: Does the organization have a clear understanding of why it wants to implement AI?
2. Problem Identification: Can you identify specific problems that AI can solve?
3. Learning Culture: Is there a culture of continuous learning and upskilling?
4. Unlearning Old Habits: Is the organization willing to let go of outdated practices?
5. Knowledge Sharing: Is there a system for sharing knowledge and best practices within the organization?

You can take a  
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thoughts

# Tier 3: Details - Tools and Resources

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1. Budget Allocation: Is there a budget set aside for AI projects?
2. Talent Pool: Do you have access to AI experts, or are you willing to hire or train existing staff?
3. Data Readiness: Is your data structured and clean, ready for AI processing?
4. Technology Infrastructure: Do you have the hardware and software to support AI algorithms?
5. Project Management: Is there a dedicated team or individual responsible for overseeing AI projects?

# Let's chat

What is one thing you can  
**start**, **continue**, and **stop** if  
you want to move up in  
your score?

## Add points to find your total score

- **0-15:** Your organization is not ready for AI, *yet*. Focus on building a conducive environment and culture.
- **16-30:** Your organization is somewhat ready but needs to address several key areas.
- **31-45:** Your organization is ready for AI. Proceed with planning and implementation.

## Ask yourself

What is *my* role in the kind of future / want to live in?

# Let's wrap-up

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By the end of this session, we  
promised:

- Why “towards human-centric”? Why now?
- AI as it exists today
- So, the problem is?
- What can we do?

# What can you do now?

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1. Unpack this session within your team and for yourself:
  - What is *your* role with algorithms in generating trust with your community?
  - What is *your team's* role with algorithms?
2. Reach out with questions, thoughts and ideas.

# You can reach me...

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## On what?

*Examples include:*

- Individual mentorship for AI and analytics
- Create AI roadmap for nonprofit
- AI training for leadership and staff
- Support for AI vendor selection

## How?

### • By Website:

- NamasteData: [www.namastedata.org](http://www.namastedata.org)
- Data Is For Everyone: [data-is-for-everyone](http://data-is-for-everyone)
- Bi-weekly email newsletter: <http://eepurl.com/h92c8f>

### • By Workshop: Take *Towards Human-Centric AI*

workshop:

<https://data-is-for-everyone.teachable.com/p/workshop-towards-human-centric-ai>

# Links for you:

- Bi-weekly email series, “Dear Human” on data equity:  
<http://eepurl.com/h92c8f>
- LinkedIn newsletter, “data uncollected” – for the articles on AI, data, and ethics.  
<https://www.linkedin.com/newsletters/data-uncollected-6887420258538405888/>
- 3-hour Live Workshop: Towards Human-Centric AI:  
<https://data-is-for-everyone.teachable.com/p/workshop-towards-human-centric-ai>

